

Impressions. A Journal of Business Making Ideas

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ADVERTISING in the daily newspapers is one of the largest items of advertising expenditure of the country. It is safe to say that sixty per cent. of the total amount spent in advertising in the United States, or about \$190,000,000 a year, is spent in newspaper publicity.

The newspaper advertisement is the oldest form of regularly issued publicity. In 1583, the English *Mercurie* published the first regular advertisements of which we have been able to find any trace. However, the first written advertisement was really that which was written on the walls of the public baths in Rome and Pompeii. Before that time we find little or no trace of the ordinary written advertisement, except as the announcements which appealed to the educated classes in Israel and Babylon were displayed.

The first advertisement, in our modern understanding of an advertisement, appeared in a publication primarily devoted to news, so that early in the career of the advertiser he recognized the fact that an advertisement should appear where the news was, for as the news is the most interesting to the public, his advertisements would be most likely to be read in such company. He

Writing the
Newspaper
Advertisement

*By E. St. Elmo
Lewis.*

also had a vague conviction that his advertisement would be treated as news, and we will find all through the history of advertising that as the newspapers changed their methods of dealing with news, so the advertisers changed their methods of dealing with advertisements.

In the olden times, when newspapers were very high-priced, we find very small head-lines, we find the newspapers small in size, and the head-lines, etc., condensed into as small a type as possible. Writers were compelled to cut down their contributions to the very smallest limit because of the requirements of space.

Advertisers did not use much display type in the old days, but confined themselves to as little space as possible, and to telling their story from day to day in as personal a fashion as they could.

In the old days we find the "first person singular" being used in advertisements to a remarkable extent, a thing that, I am very sorry to say, sunk into disuse when people got to using subterfuges and were afraid to be held accountable for what they said in their newspaper space.

Let us examine the condition of the advertiser who enters newspaper space: The newspaper is an ephemeral publication. It is either published in the morning or in the afternoon, or by the week. The daily publication simply means that the paper is good for two or three hours at most. It is then thrown away and its use to the advertiser was confined almost entirely to those two or three hours of actual reading. When it is a day old the newspaper is utterly lacking in interest and has no good reason for its existence.

The advertising we place in a daily newspaper should therefore be intended solely for the reader of to-day. It should be of such a character that it should be different every day, because just as we would not read news that was four or five days

or two or three weeks old, so we don't want to read advertisements which are the same from day to day.

The main things you want to impress upon your possible customers are that you are up-to-date, progressive. You can't impress them with the idea that you are up-to-date unless you first impress them with the idea that your methods of doing business are progressive. You should, therefore, insist upon having your daily paper advertising changed every insertion.

The local retailer should always advertise, if he is in a small town. It does him little or no good to use small space. The local advertiser should by all means use as much space as he possibly can, so as to tell as much of his story each day as possible. I should say one-third of a column is as small a space as a local advertiser should use in a small local daily.

Newspapers in a large city, however, present an entirely different phase. There the item of expense is one that deters many smaller dealers from entering into any alliance with the papers at all, and inasmuch as a large daily is scattered over a wide extent of territory from most of which the smaller dealer can hope to get no returns, he should be very careful, therefore, not to waste his money.

The newspaper advertisement that appears in a local weekly of a small town of anywhere from 1,500 to 15,000 people should be a large advertisement. The local dealer who has any respect for his business puts forth every effort to impress people with the fact that he is up-to-date and progressive, as I have said before.

The newspaper advertisement must be written to meet a particular clientele of people to whom your store is appealing. You will recognize this as an old point of mine, but it is one which you

must keep clearly in your mind at all times. Every newspaper has a distinctive clientele of people. If you have three or four newspapers in the city, ask yourself why you have three or four, instead of one or two. Isn't it a fact that the very reason of the existence of these papers proves that there are different classes of people in the community? These papers each appeal to a different class, and while it is true that in some instances one class overlaps the other—that is to say, you will find some people taking two or even three of the papers—yet at the same time each paper has a regular clientele who depend upon that particular paper to fulfil their newspaper wants. Therefore, when you come to writing advertisements, if you have a big store where you have all kinds of goods appealing to all kinds of people, you should be careful to write your advertisements so that the advertisement that goes in one paper should appeal directly in manner and tone to the class of people there.

I believe that the time will come when the great department stores, for instance, will prepare entirely different lines of advertisements for different newspapers published in their area. They will not write one great big advertisement and publish it in all papers, but they will make a distinct effort to appeal to a certain, limited clientele that read a particular newspaper.

Surely the logic is on the side of my proposition. It will mean much added work, but competition will force the big department stores to use this method, and it will be found a profitable method, because the big department stores are depending more and more upon printer's ink to obtain for themselves that vast volume of trade which is necessary to their existence.

A newspaper advertisement which is repeated more than three or four times in succession

awakens an active disgust upon the part of the thinking element in the public, and blunt indifference upon the part of the rest of the people. The advertisement which is repeated in succession more than five or six times, and at the outside, I would say, a week, is not worth the space it takes up; in fact, it would be much better to leave the advertisement out, because the public to-day is becoming educated to understand that a merchant's progressiveness may be measured by the quality of his advertising, and probably you would be surprised to know that in the great department stores it has been accurately ascertained within the fraction of a comparatively small per cent. that the repetition of advertising matter is a distinct loss to the concern; therefore, if you ever have a client, or if you are doing business of your own, give the people a change. Whet their appetite by constantly giving them something new.

Leaving the retail element for a moment, if you have exclusive luxuries, for instance, such as champagnes or high priced exclusive articles, do not attempt to advertise in newspapers, because the newspapers will cost you a large rate in proportion to the amount of returns. There are other methods that you could use to greater advantage than the newspaper method. If you are advertising champagnes in a paper that has two or three hundred thousand circulation, you are probably paying from thirty to forty cents an agate line, or from \$4.20 to \$5.60 an inch for space for each insertion. Running that advertisement long enough to do you any good would cost you \$3,000 or \$4,000. You could use the same amount of money by appealing to a definite class of people who use champagnes, for instance, and reach them in a way that would be satisfactory to yourself and produce business. This has been demonstrated time and again to be a fact.

The newspaper is the ideal organ of the man who has something to sell to the masses of the people, and when he attempts to sell to the masses of the people, his advertising must be clear-cut and his proposition must be in a definite shape. The newspaper advertisement must be clear, logical, crisp in statement, short words and not too many short turns in expression. Be blunt and forceful in your advertisements. Tell the news, give the facts.

The old style of advertising of, "John Smith, Grocer, Podunk, Wis.," has gone out of existence, except in the small local weekly in some neck of the woods. It never paid, except in the time when there was nothing better done. To-day, however, advertising is being a great deal better done than ever before in the history of the world, and the man who still clings to this old style of repetition, thinking that he is keeping himself constantly before the eyes of the public, is really doing himself an active injury. He is just like the man who advertises the fact that he hasn't any brains; that he hasn't any story to tell; that he is just a common, ordinary grocer. While all his competitors around him are telling their stories, convincing people that they are something out of the ordinary, showing them that they are worth trading with, he sits down and says nothing. Competition will force him either out of the business or into advertising.

The medical advertisers are probably the best guides to success. You see they change their advertisements all the time; they are constantly telling some new story, and they reap tremendous rewards in consequence. The department stores have the ideal methods of advertising. Read the advertisements of Mr. Wanamaker, and you will see there that the whole element of Mr. Wanamaker's advertising is news, and it is the ideal

newspaper advertisement because of that, and you should study Mr. Wanamaker's advertisements carefully. They are written by one of the most successful advertising men in the country, and they are models of what we call the newspaper advertisement.

Newspaper illustrations, in the matter of advertisements, have been, until the past two or three years, anything but artistic. When not denied expense, there has been a neglect of care or supervision in the matter of conception, style, execution or suitability.

The presence of awkward, poorly executed and inartistic illustrations is accountable for a deplorable waste of money, and may very properly be regarded as negative publicity.

Thousands of merchants do not realize the necessity of discrimination in illustration. To them a cut is a cut, and beyond adding some animation to the advertisement, it has no other or deeper significance. It has no commercial value; and they seem to think that no matter how poorly it is prepared, it, nevertheless, serves its purpose.

Throughout the country hundreds of store-keepers use the same illustrations year in and year out. The drawing of a man in a sack of 1899, made by a stock concern, and supplied with long, thin legs, and an abnormal body, is still doing duty for the dressy, graceful and semi-military style of 1904.

An advertisement for a baby food uses as its main illustration the drawing of a child with an adult's face, and a body out of all proportion to its age. A shoe concern which advertises "high-class and refined footwear" foists upon the public eye a blurred illustration of a shoe whose original no one would wear.

Some of the wholesale clothing firms in

various parts of the Union resort to illustrations of men whose living counterparts have never come within the range of human vision, and never will.

They are made to stand stiffly against a tree, and turn their backs on the passing throng, gazing into the blank vacancy of a dead wall.

Highly grotesque effects are secured, and wonderful scenes that are not possible in nature appear continually in magazines and newspapers in connection with articles for whose successful sale perfect illustrations are essential.

The reason is that drawings are made by individuals who are anything but artists, who do not stop to think, and do not betray in their work that any thought is necessary. They have no idea of light and shadow, and have no idea what the illustration will look like when it gets into print; and, in fact, they are inspired only by the desire to turn out as many drawings as possible in a day, without regard to quality or effect.

All this is negative publicity, and yet the users thereof wonder why there is no result, and grumble at the inefficiency of the medium.

Every drawing for newspaper illustration should in its artistic effect represent the object or subject of goods advertised. It need not be literal in this representation; it may possess the quality of imagination; it should stimulate desire to buy, suggest the qualities of the object where it cannot portray them literally.

In a case of newspaper illustrations of purely mechanical merchandise, a reproduction should be so artistically impressive that a glance thereat would be secondary only to an actual view of the goods.

The drawing of an infant should represent the childish beauty, not the body of a prize-fighter and the face of an octogenarian. In other words,

illustrations are the mirrors of trade, and if they reflect poorly, the result is unsatisfactory. If they reflect cleanly and clearly, they are convincing to the eye, create valuable impressions, and serve an actual definite purpose, wholly lacking in an indifferent misshapen product of the unthinking artist.

Those merchants who use the best illustrations to be had are the successful merchants of to-day. They expend thousands of dollars and employ only the recognized high-grade illustrating and engraving concerns. Their display advertisements are like glimpses of their establishments, or are definitely connected with the subject matter. Their drawings are executed by people who are the past masters in the art, and who carry the illustration on through its consecutive length, observing the same degree of excellence in every point of development, from the first drawing to the mounting and finishing of the cut.

Business men who have not reaped the expected results from display advertising, and therefore doubt its efficiency, might well apply the microscope to their illustrations, and ascertain if they have been advertising myths, instead of realities.

Advertising has reached that point where high-class and faithful illustration must be used if the advertiser would reap the full benefits of his expenditures.

It costs you more to publish a poor illustration than it does a good one. The faults of to-day and the progress of to-morrow rest there, must and will be solved there. In short, an illustration should illustrate. Failing this, it falls as flat as the story without a point. In the advertising field, of all places, there is no room for mediocrity.

BY what art, what charm, what miracle, has the twentieth century crystallized and developed advertising from the cradle to adult life?

How completely it has buried even the shadowy survival of oldest superstitions!

Now the man who never advertised is as much of an antediluvian as the Siberian mammoths handed down in ice.

To whom then is this revolution due if not to the "ad-specialist?"

Advertisements from the pens of "ad-specialists" are now a common occurrence in the advertising columns of the press of to-day.

The calling—for I cannot bring myself to call it a "profession," any more than I can high class editorial writing—is one whose ranks are rapidly filling, and largely with bright men with original ideas for all lines of business.

If one were to judge from the advertisements of these "specialists" it is easy to conclude that such services are in demand—otherwise their advertisements would not appear.

Most of the successful business men of to-day have recognized the benefits to be derived from the services of these "specialists," and if not able to employ one's entire time, they at least have a part of his time. The services of a specialist are now an important factor, while only a few years ago he was not thought of. Formerly each business man struggled with the advertising proposition along with the other departments of his business, obtaining his information from the best sources possible. But of late years the advertising of a concern has become of such vital importance in almost every line of business, retail, wholesale or manufacturing, that it has become necessary to employ an expert in that line to manage that department and make it a separate and distinct one.

Some "ad-specialists" became famous in a very short time on account of the quality of advertising they prepared and placed for their clients.

The style and quality of the advertising placed by the firms who first adopted the service of these "ad-specialists" was so much better and more attractive than that formerly placed that it soon attracted the attention and stimulated the desire of other firms to avail themselves of the services of some up-to-date man, or woman, to take charge of their advertising.

The improvement was so noticeable that the concern which continued to advertise in the same old way did not obtain good results from the poorly worded and placed advertising.

Those firms that cannot afford to pay for an advertising man's entire time, but can afford and only need part of his time, arrange with an "ad-specialist" to look after their advertising, and in this manner secure the desired service.

To be a successful "ad-specialist"—and a merchant is more interested in advertisements that sell his goods than in those which make people remark—"clever fellow Jones! Writes clever ads,"—it is necessary to be gifted with a good supply of common sense on the first floor, and have the second and third floors fairly well stocked with originality and personality in diction.

The successful "ad-specialist" must write advertisements just the same as one would talk to a customer over the counter if waited on personally.

The successful "ad-specialist" must avoid the mystical Browning sweep or efforts at the stately grandness of Niagara during the rush hour. Goods must be accurately described with plain and common words which are understood by the uneducated equally as well as the educated.

It is not a question of how nice you can write

—it is simply saying what is to be said in a pointed and graceful way.

Do not endeavor to touch with supposed magical hands the golden strings that quiver upon the harp of the soul, thinking to line therefrom the finest strains that were ever strained.

Do not use big words!

In promulgating your esoteric cogitations and in articulating your superficial sentimentalities and amicable, philosophical or psychological observations, beware of platitudinous ponderosity. Let your diction be characterised by a clarified conciseness, a compacted comprehensibleness, coalescent consistency and a concatenated cogency. Eschew all conglomerations of flatulent garrulity, jejune bubblement and asinine affectations. Let your literary decantings and unpremeditated expatiations have intelligibility and veracious vivacity, without rhodomontade or thrasonical bombast. Sedulously avoid all polysyllabic profundity, pompous prolixity, ventriloquial verbosity and vaniloquent vapidty. Shun double-ententes, prurient jocosity, either obscurant or apparent.

In other words, talk plainly, briefly, naturally, sensibly, purely and truthfully.

Avoid facetiousness; don't affect airs; say what you mean; mean what you say, and don't use big words.

The "ad-specialist" has had to meet a strong opposition in the past, but this came principally from persons who had not learned to realize the full value of good advertising. Now that the advertising man has proven his usefulness the opposition is rapidly disappearing. The most successful business men to-day are the strongest friends of the "ad-specialist." The modern advertiser is now educated up to the point where he believes the successful "ad-specialist" must be

one who has had considerable experience in preparing advertisements that have pulled results for others, and plans which have proven successful.

To begin there is no better way to learn to write good advertising than to read good advertising. The art of advertising consists in being able to present, either by description, display, or illustration, in an attractive manner, the whole truth and nothing but the truth concerning goods that are offered for sale. Finesse is required to enable one to say as much as one can in praise of an article without over-doing it or damaging the truth. "Moderation in all things," saith the apostle Paul. Study to select statements that are convincing but moderate.

Do not talk in a loud voice, (use big type) all the time. The effective orator realises the value of modulation of voice.

Proper illustration of advertising has now a very important relation to modern advertising. The time is past when wood-cuts made by carpenters will suffice for magazine or newspaper advertising. The time has come when advertisements must not only have good English, but good illustrations as well. It is poor business when spending three hundred dollars in an advertisement in the press where high rates prevail to begrudge fifteen or twenty dollars for an illustration. The experienced "ad-specialist" will be careful to have his illustrations of the highest artistic character obtainable.

Lack of seriousness in advertising is the stumbling block to many "ad-specialists" and causes it to lose its subjective character, because advertising taken seriously makes the policy of the business; it is the fundamental thing, the corner stone.

The "ad-specialist" must be able to choose advertising mediums intelligently; choose an

article of merit and seasonable to advertise; something he really believes in and knows to represent value par excellence; he must tersely and without "fire-works" describe it in an argumentative manner, and no arguments are stronger than facts and figures.

The "ad-specialist" will find it absolutely necessary to study the class of people to whom the advertising is intended to appeal. A small advertisement plainly expressed so as to be understood by the masses will bring more business than a half page of brilliant matter. Get down on the plane with those you expect to reach. Talk to them, not to yourself. When you secure their attention give them honest truthful statements.

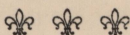
Perfection never comes; strength results from constant practice and re-writing.

There is scarcely a limit to the extent that any legitimate proposition may be built if judiciously and extensively advertised.

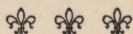
The above are some of the factors I believe to be all important to ensure the success of a contemplated advertising campaign, and embody maxims which the would be successful "ad-specialist" will be wise to seriously consider.

All my limited experience leads me to the conclusion that while one cannot determine the exact relation of advertising to immediate sales, we may get a close approximate idea. The underlying principle of it is to formulate a theory that is founded upon reason and common sense: apply that theory by methods, and treat it precisely as we do the forces of nature with reference to the growing of grain: the rain descends, the sun shines, the earth gives forth its chemical properties and the grain grows. A true analogy. While we cannot get the chemistry of human nature which makes advertising a success,

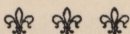
we can formulate our theories and when we have made sure of their relation to common sense, we can adhere to them in confidence.



THE Winnipeg branch of the Hudson's Bay Company again printed their Christmas catalogue in the Free Press of that city instead of issuing it in book form. It made fourteen pages of the weekly edition and is probably the largest space ever used by one firm at one time in a newspaper.



SUBSTANTIAL improvements in plant equipment usually denote progress in a newspaper and to judge from a late issue of the Stratford Daily Herald that publication is making strides. This issue contains illustrations of their handsome building, the new Cox Duplex web press, monoline composing machines and the staff. May it live long and prosper.

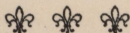


HERE is an advertisement clipped from the Neepawa, Man., Register, and demonstrates the fact that any business can be advertised:

SAY!

Have you given that gingery-looking Englishman a job sawing your wood yet? He's not particular who he cuts for so long as he gets the job.

A. Ashby.



AN attractive advertisement is preferable to one that may be denominated as "catchy." Everybody likes to be "attracted." Nobody likes to be "caught." — Business Problems.

The Good Ship "Printer's Ink."

By Paul Latske.

IN the harbor of New York there may be seen now and then, a yacht so perfect in construction and so luxurious in its appointments that the stranger would probably pick her out at once as "the floating home of a great prince." Her decks shine like silver, her brasses glitter like gold. Everything about her is as fresh and clean and spotless as the salt breezes, and altogether she looks like a perfect marine painting set in canvas by a master hand. The name of the yacht does not matter, but the story of her being does, for it is as romantic as the beauty herself. She was built by a man who, a few years ago, had seldom even smelled the salt breezes because he was too poor to make the trip to the sea-coast from the inland city where he lived. If she were named with an eye to fitness she would be registered as the good ship Printers' Ink.

Her owner, in the early nineties, was a hard-working business man in a small way. He was past the point where he could still be called young, and success had not come, though he had worked for it hard enough. After he had tried his hand in various ways he finally settled to the manufacture of caps. In this he was no more successful than in the other things he had tried, and, finally, worn out and broken down with disappointment, he had to give up. The doctors told him that only a long rest and complete absence from worry would restore him—the usual story:

"Take a trip to Europe in a slow steamer."

"But I can't afford it."

"Then go somewhere in the country," advised the doctors as a final remedy.

This was more reasonable, but even this was tragedy, for the man felt that he must go under for good if he had to give up work. However, shattered nerves leave a man no choice. It was either the grave or rest, and the man gritted his teeth. Getting together all the money he could he wound up his small affairs and prepared for exile. Somewhere he had heard of a remarkable institution at Battle Creek, Michigan. The proprietor was known even as far as Chicago, principally because of his peculiarities. He was a Seventh Day Baptist or "Perfectionist," and lived, according to all accounts, a simple Christian life. To-day his fame is spread throughout the Northwest, and his "peculiarities" are accepted as matters of faith, instead of evidence of "queerness." Chief among these peculiarities was the fact that he cared nothing for money-making, a heresy that was in itself enough to write him down uncannily among the hustling Chicagoans. He took pay from the people whom he received in his institution, or "sanitarium," but, instead of piling up his money in a bank, as behooved a properly balanced person, he spent it foolishly in doing good among his

poor neighbors and in feeding and housing, free of charge, in his sanitarium, those who were unable to pay. No one was refused admission, and naturally the sanitarium never lacked a full company. In addition to his freaky way of doing business the doctor had other "whims." He was a vegetarian. No one in or about the place was permitted to feed on flesh. Instead, he gave his patients various cereals prepared in a way peculiarly his own. It was about this cereal idea that the whole place was built. He had worked out the processes of preparing these foods after years of experiment, and his treatment consisted almost entirely of this enforced diet. He permitted no smoking and no drinking on the part of his charges, his assistants and his employes, and all violent language and profanity were prohibited. One who offended against any of these regulations, whether he was a pensioner or the wealthiest boarder in the place, had to go.

Altogether a queer place from the sturdy, meat-eating, free-drinking, plain-speaking Chicago standpoint. But one endures much for health's sake, and the persons admitted by the proprietor certainly regained their health. So the place was frequented, despite its peculiarities, by hosts of Chicagoans, the broken-down cap manufacturer going with the rest. His recovery was rapid, and he became at once an enthusiast on the doctor's cereal diet. Being a progressive man, he saw much good raw material going to waste, and it pained him.

"Why don't you advertise, Doctor?" he asked when his faculties were in shape again for plain thinking. "Put your cereals on the market, advertise them, and you'll make millions."

The doctor said he'd rather not.

"I have thought of it and should like the millions, for with them one could do much good in the world. But advertising and building up a great business means that I must depend largely on others, on men out in the world, of whose character and mode of life I could know nothing. In all probability there would be among them roisterers and hard drinkers, profane men and liars, and I will not engage in an enterprise that might have such agents. No, I will work as I have always worked, and keep my establishment so that I may know that only the right-living work for and with me."

And from the standpoint the Doctor would not budge. The man finally gave up trying, but he kept his eyes and ears open, and the more he saw and heard the more he felt pain at the waste of good money-making opportunities, for he was a Chicagoan to the backbone. By and by he was cured and went back to the lake. It was not long after that a solicitor from the firm of Lord & Thomas, advertising agents in Chicago, sought Mr. Lord in his private office.

"I have just closed a good contract," said the solicitor, "with a man who wants to put a new cereal on the market. He has little or no money, but he has a good thing, and if we will give him a small credit he says he will certainly make his cereal a big winner, and give us the biggest line of advertising we have ever carried. I think he is all right.

An advertising solicitor always thinks a man who will sign a contract is "all right," so Mr. Lord was not at all affected by his agent's enthusiasm. Instead, he went to the firm's books and found this cereal man had formerly been a cap man, and he had carried a small account with the advertising agency during his cap days. The status of this account was so unsatisfactory that Mr. Lord declined the new contract. The solicitor sorrowfully informed his client of the decision. The gentleman, instead of accepting this action as conclusive, went on the still hunt for some advertising agent who might take a different stand from that assumed by Mr. Lord. He found him in the person of C. H. Fuller, exploiting the new cereal. It took from the start, and so well that Mr. Fuller went in deeper and deeper with his credits. As for the former invalid, he not alone put back into more advertising every cent he received from his sales, but borrowed everywhere that he could, and only paid cash for raw material when he couldn't get it on credit by any chance. So absorbed did Mr. Fuller and his client become in their work that almost before they knew it they were owing in the neighborhood of \$150,000 to the confiding American publishers. Their attention was called specially to this fact because about this time the publishers were becoming very restive and clamoring for cash. It looked distressingly like a case of sheriff, and probably would have been. But both Mr. Fuller and his client were strong, resourceful, daring men. Instead of accepting failure and the sheriff, they made a round of visits to every publisher who was carrying their accounts and explained the situation thus:

"We owe you a large sum of money and are unable to pay at this time. Altogether we owe to you and other publishers over \$150,000. If you push us all the others will jump in also, and we shall go to the wall. Then you will lose every cent we owe, for the physical assets of this business as it stands to-day amount to practically nothing. It has only the good will. This good will becomes worthless if we are forced out of existence. On the other hand, if we are allowed to continue it will grow in value every day. The turning point is in sight. The sales are increasing rapidly every day. It only requires a little more pushing to get us around the corner. Instead of forcing our hands at this time, carry our account along and give us a little more credit so that we can keep up the advertising, for to stop now would be fatal. Do this and in a short time we shall be

able to pay all we owe, and carry a greater line of advertising than ever. By extending our credit you will not only get your money, which otherwise you lose, but you will create a new and profitable and permanent advertiser who will bring you a steady income."

The argument, probably because of its very audacity, won, and the tide turned as predicted, turned so hard and so fast that it poured millions into the cereal man's lap in less time than it takes the ordinary man to make thousands.

The beautiful yacht that visits New York Harbor he built only a few years ago. During 1901 he made \$960,000 clear profit, and for the year 1902, though the exact sum has never been made public, he undoubtedly had an income of more than a million.

Impressive as these figures are they tell only part of the story, for the result of this man's success reached far beyond his individual fortune. Stimulated by the things he accomplished, a dozen others jumped into the field, until to-day Battle Creek is more like a boom town in the oil region than a staid, respectable milling centre. There are over thirty large establishments, some of them running day and night, and all turning out hygienic foods. The population has increased by leaps and bounds and land values have risen enormously. Nor is this all. Practically the entire country has felt the stimulus which had its origin here. The farmers throughout the grain-growing belt have been enormously benefited, and naturally. For where one person used a breakfast food a few years ago there are now a hundred. Such an era of grain eating has never been seen in the world. And from all accounts it is only the beginning. The railroads have benefited and the papermaking industry has fairly jumped. First there was needed for this industry the cardboard for the packages of which millions upon millions are used. Then there were the labels and wrappers, and there was a tremendous increase in the consumption of paper to carry the advertisements, for all these cereal men jumped at once into printer's ink and on a scale unprecedented in history. A slight conception of the magnitude of this one item may be had from the experience of a single cereal concern which recently conducted an advertising campaign in which over one million dollars was spent in a period of ten months. From Battle Creek the manufacturing fever has spread to every other milling centre in America, and from cereals it has spread to every line of foodstuffs, from foodstuffs to wearing apparel and everything else used by people.

* * *

"WHO goes slowly goes safely; who goes safely goes far."—Adelina Patti.

A "Follow Up" System.

Henry C.
Hammack
in *The*
Book-Keeper's
Bulletin.

WHILE the Card Index System has become a common thing with many of the aggressive business men, for many purposes, yet it is surprising that it is not applied by more of our business houses in following up and keeping track of quotations and inquiries received from prospective customers. You may go into many an office and inquire what system, if any, they use for this particular part of their business and while most every office has some way of following up this particular feature of their business, yet the system they employ is more complicated and not so easy to handle as a follow up system by method of cards in a card index case.

In the following I will outline a "follow up" system which can be applied to most any kind of business. It must be observed, however, that there are a great many things to contend with in outlining and carrying on a follow up system. If the business be such that after the cards which are used to note the quotations, date of inquiry from customer and other features, be of no particular value after the first or one sale has been made, or after learning the customer has purchased from some other firm, then it is necessary to design your cards and outline method of filing same with this in view. This would no doubt be applicable to manufacturing concerns, manufacturing machine tools, boilers, engines, etc. If the business be a wholesale business, such as hardware, grocery, drug or other business of similar nature, where it is desirous of keeping "everlastingly after your customer," then this should be taken into consideration in outlining your system. There has also been much said on the point as to how soon you should write a prospective customer after receiving the first inquiry. In regard to this, will say that this is a very critical point in the "follow up" system. The class of customers you are dealing with has much to do in determining this matter, also the character of your business. It may be that to one customer you could write a "call up" letter in 10 days after receipt of first inquiry, while with another customer to push the matter too fast would be injuring the sale of your goods. Therefore, it not only becomes necessary for the correspondent in charge of the follow up system to be able to answer inquiries in an up-to-date and business-like manner, but he must also study the character of his customers from the inquiries received and determine from them the method of handling same after first inquiry has been answered.

It has also been the custom of business houses using the follow up system to send out numerous circular letters at different intervals after receipt of first inquiry, and while this method of following up an inquiry may bring results in some cases, yet the circular letter has been used too extensively and

NAME OF CUSTOMER FILE No.

TOWN STATE

CALL
UP

ADDRESS.....

NAME OF CUSTOMER.....

RATING.....

REFERENCE.....

HOW PAY.....

BUSINESS.....

NAME OF CUSTOMER..... STATE.....

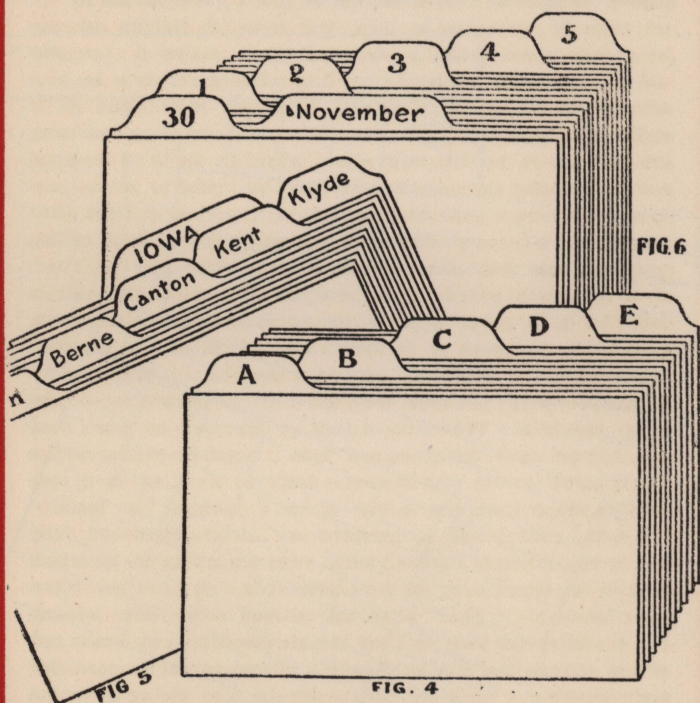
FIG 2

[illegible]

FIG. 1

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customer for several months, possibly a year, and can be made continuous by simply filling out another card, when all space has been used on the first one, and so on, numbering your cards 1, 2, 3, etc. In connection with this main card, Figure 1, and 1a, we will use two sub-cards which are shown in Figures 2 and 3. The card in Figure 2 should be filed in geographical guides, see Figure 5, and you can file either by states or towns. I would suggest filing under states alone, unless by so doing the cards filed under different states would become voluminous and be too hard to refer to. In that case, use state as main guides and town guides as sub-guides under the states. Now, the object of this



card in Figure 2, is this: It very often becomes important or desirous of picking out a list of customers in different states and various large cities in different states. If you had but the one card, that is Figure 1, the only way to get this list would be to run over all the cards in your alphabetical index. However, by using this card shown in Figure 2, it will be found that you could have cards for such a list in almost an instant. Another advantage is this: Sometimes you will want to write to such

and such a customer, you know where he resides, but you cannot recall his name. In this event, turn to your state guides, run over the cards under this state, or if you sub-divide with towns under states, turn to the town and it will only be a moment's work to find the party you are looking for. If you have ever had any experience in looking over correspondence hunting for the name of such a customer you will realize at once what advantage such a system would be to you.

The next is the card shown in Figure 3. This card is what I call a feeder for card in Figure 1 and is what makes card in Figure 1 continuous. It should be filed under chronological guides, monthly and daily, see cut Figure 6. To illustrate, we will suppose you receive an inquiry from a prospective customer (same feature would hold good for an old customer) you answer his inquiry, make quotation, send out literature perhaps, you then fill out card in Figure 1 in proper form and file in alphabetical guides; at the same time you make out a card same as shown in Figure 2, also Figure 3. In the follow up system, the card shown in Figure 3 will be found to be the one continuously used, and in filling out this card you can see that all that is necessary is to write the name and address of the customer, and then down under sections ruled for "call up" write the date of answering inquiry; as an example, say we use date March 11, 1903. Then in filling this card in chronological guides, file it say 10 or 15 days ahead of the day inquiry was answered, if 10 days and inquiry answered on the 11th of March you would file under the 21st, or if 15 days you would file under the 26th. When the 10 or 15 days are up your card would come up for attention and then it could be handed to the stenographer to look up correspondence to see if anything had been received from the party since receiving his inquiry. If not, the card should be returned to the correspondent's desk and he could dictate a second letter, send out additional literature or circular letter, such as he would decide upon as being the most advisable. Then when this second letter, literature or circular letter had been sent out, the stenographer could take out of the alphabetical guides Figure 1 of this particular customer and make proper entry and then replace it, also file card Figure 3 ahead another 10 or 15 days. In this way you will see that you will have an endless chain follow up system.

The great advantages of keeping the card shown in Figure 1, is, that you have the entire dealings with any one customer for a certain length of time, and you can tell at a glance at this card just what price was quoted at any particular time without looking at correspondence and can also see just what orders were received without referring to the order book.

In conclusion I would suggest that some distinctive color be

used for each card, say card Figure 1, blue, card Figure 2, salmon or buff, and card Figure 3, white. This would avoid any mistake being made of filing them in the wrong file. Another thing, if the vertical system of filing correspondence is used, filing by numbers, it would be a good idea to have correspondent's file number appear on card Figure 3 in upper right-hand corner to aid the stenographer in looking up correspondence.

If this system be adhered to closely it will be found to be very valuable in bringing in orders.



THE effect that some advertising expenditures have had on the magazine and newspaper literature of the country is not appreciated even remotely. It was shown recently in a legal proceeding that the output of a great concern engaged in making soda crackers had been increased thirteen hundred per cent. within a period of three years, and almost entirely this increase had come through the use of printers' ink. The business of a certain shoe manufacturing company has grown one thousand per cent. since it went into the use of printers' ink four years ago. Wearing apparel of all kinds and descriptions is now advertised on the most liberal scale, and the result, according to statistics recently compiled, has been to increase the sales in certain lines all the way from three hundred to eight hundred per cent. And this has been done without increasing the cost to the consumer or reducing the profits of the manufacturer. On the contrary, it has been the general experience that the retail prices of standard goods have decreased on the whole, the quality has been elevated, and that the manufacturer, through his enormously increased sales and the cutting out of the middleman, has made greater profits with less effort than ever before. The most ordinary articles of every-day consumption are being advertised, and almost invariably with success. Coffee, molasses, starch, butter, sugar, even green apples, are now presented to the consumer through the advertising columns of the magazines, and the steady growth of the number of these advertisers shows conclusively how well this new departure in commercial methods is succeeding.



HEREDITY may modify responsibility, but never destroy it.—D. H. Moore in Retail Grocer.



DON'T be down-hearted about an apparent failure. It may be success in disguise.—American Advertiser.

THE difference between making a front and making good is the difference between a four-card flush and a real one. It is the difference between the hand-painted trees and rocks of the stage and the dependable God-made things of the forest.

A front is tin thunder. It is sand-coated wood, and however much it looks like stone, it will not stand the strain.

The bluffer is at a discount when it comes to a show-down.

The clay feet of the front-maker are likely to crumble at any minute.

It doesn't matter much what work a man does, so long as he makes good. It isn't the line of business a man is in that decides his success. It's the man himself.

The Vanderbilt fortunes grew out of an inconsequent ferry-boat.

The Astor opulence started in Picayunish skin deals.

Jay Gould peddled rat-traps.

Edison was a country telegrapher.

Look around you—the successful men are not all in one line. They were not born successful. They started as errand boys, as pie-bakers, as wagon drivers, as telegraph operators, as clerks, as ditch diggers, as mechanics—but they made good.

A successful man in one line would pretty surely have been successful in another. A man of brains and energy and industry will succeed wherever you put him.

Sam'l of Posen used to say: "In one year I'll be on the road. In two years I'll be a partner. In three years I'll own the business."

But he had to make good as porter or stock clerk before he could get on the road. And the man on the road must make good or make tracks.

Have you ever noticed that it is the brilliant salesman who falls down?

His eyes are blinded by his own brilliance. He knows his ability and he sees, always just ahead of him, a big order that will make good for the days of drouth. He depends on an occasional star performance to pull him out.

Meanwhile the plugger goes plodding along, pounding out of each day the good that day owes him, and at the end of the week he has made good. He starts the new week even with the mark, while Mr. Smart Boy has a handicap, due to his past non-performance.

Dearly beloved brethren, it is work that does the business. Just plain, earnest, honest work. Just doing what your hand findeth to do and doing it with all your might.

It is work, in favorable conditions if possible, in rainy weather if need be.

Making Good.

From Judicious Advertising.

As Bob Fitzsimmons says: "Hit from where your hand is." Do the work you can reach to-day. Of course, the territory is better in Ohio, but you're not in Ohio—you've got to make good in Rhode Island, or Kamchatka, or wherever you happen to be.

Make good in Oswego, and when the Old Man is looking for a real warm member to fill the Chicago job, you will be among those present.

It's the same old story of being faithful in small things.

Do your work so well that nobody can follow and do better. Whatever the job is—clean it up. The boy who does a good job of floor-sweeping will make good in better things. Give him a chance. He may not be brilliant. He need not scintillate. A little horse sense and a good deal of earnestness and honest work will pull him through.

How many successful men that you know are brilliant men?
Mighty few.

Most brilliant men are too busy shining to attend to much of anything else.

I know quite an assortment of brilliant intellects, and most of them are a little mushy around the edges.

How often have you met a "big" man too that is insignificant in appearance, with no apparent shrewdness, or ability worth mentioning, and generally about as impressive as a really aggressive shrimp?

But the man has surely made good.

Start him talking on the line in which his success lies and see the wheels revolve. You'll find he knows it forward and back, diagonally, from end to end, and straight through the middle.

And you'll find he has been a hard plodding worker.

You'll find that he pointed his nose in one direction and progressed by the process of continuously putting one foot in front of the other.

You look at the man and wonder how on earth he ever made more than two dollars a day. But look at his work and you'll find the secret. You'll find all the cracks nicely caulked, and if there's a loose end anywhere it is tied up, so at least it won't ravel.

You'll find he has made good by hard work.

The other day a young man said: "That man Duke of the American Tobacco Company is a sure enough wizard. It's sort o' creepy how much detail he knows. Says he wants to know the details of your proposition—he can figure the probable result himself. He doesn't seem to care so much about the thousand dollars you make for him as he does about that three-

dollar expense item you might have saved. And yet he'll spend half a million in advertising without batting an eye."

Mr. Edison is a genius. Yes—all right. But he works—always has worked. When he's busy he eats when he gets time, and sleeps when he can't keep awake any longer—sleeps in his laboratory, so he can go to work when he awakens without losing any time.

Some men are smarter than others.

Some can accomplish more in six hours than others can in twelve.

We can't help that.

But any man with an ordinary, common or garden brain can make good if he has the willingness to run that brain up to say 80 per cent. of its highest efficiency.

The man who wants to make believe he is making good can kick up a lot of dust for a while, but by and by your eyes get accustomed to the dust and you can see through it.

He can keep it up quite a while in fair weather, but when the showers come the dust-maker's name is m-u-d-d, with the accent on the final d.

* * *

THERE'S a screw loose somewhere in the advertisement that attracts attention but doesn't attract trade. People give their attention to many things in which they have no confidence. Anything unusual or out of the ordinary will excite curiosity, but in order to inspire confidence there must be a quality apart and aside from mere novelty.

My heart goes out to the man who was born and raised on "easy street." I mean the fellow who has never felt the thrill of joy experienced in overcoming difficulties—the boy whose father left him a dictionary with the words "work" and "coin" cut out.

The man who knows what he wants and knows how to get it, knows all he needs to know in order to succeed.

The hardest kind of work is the dread of work to be done.

You ought not to expect an honest advertiser to enthuse over your scheme, when you know yourself, it's as full of holes as a strainer.

A get-rich-quick scheme is a sure winner for every one except the man who offers to sell it for a small consideration.

People who do things well seldom lose sleep over the jeers of idle critics.

* * *

SPASMODIC advertising is a good deal like a balky horse—good when it goes, but all wrong when it doesn't.—Printer's Ink.

Jed
Scarboro's
Philosophy.

The Growing Time in Canada.

C. A. Abraham,
Adv. Mgr. Toronto Daily Star,
in *Printers' Ink*.

IF the United States, as a prominent railway magnate has stated, is suffering from acute indigestion—is, in other words, experiencing an industrial depression, times will be good in Canada at least for a number of years. Large advertisers recognize this and are arranging their campaigns accordingly. American advertisers are taking a larger list of Canadian papers than in previous years. Some of them have woken up to the fact that good times in Canada constitute advertising a profitable investment. Here as never before in the history of the country people have money to buy what they want. Canada has had a long era of prosperity and, as stated, the lean years seem a long way in the distance.

Canada's trade has wonderfully developed in the last few years. A Government return shows that for the last three months ending September 30th, '03, the revenue of the country was \$2,645,737 in excess of the first quarter of the previous fiscal year. This speaks well for the growing times in Canada. In the postal department, perhaps the truest test of a country's development, there have been great advances. The amount of money deposited in the post office savings bank in 1896 was \$28,932,029. In 1903 the amount was \$44,255,326, an increase of \$16,322,397, or 52 per cent. The chartered banks make quite as favorable reports. Inquiries among these as well as the lumbermen, importers and merchants, disclose the fact that not a cloud darkens the trade horizon of the country. No signs of depression are visible, and there is every indication that the present good times will continue for an indefinite period. All unite in admitting the great amount of business being done at present, and the large number of orders to be filled. Many are extending their plants, and the only complaint is the scarcity of labor to carry on their necessary operations. There is nothing to indicate any misfortune, and the building of the new trans-continental railway and the continued rapid development of the northwest are pointed to as factors that will make for good times for many years to come.

Besides the small army of men required to build the Grand Trunk Pacific Railway the general manager of the Canadian Pacific Railway stated the other day that they wanted 3,500 laborers for the new and leased lines in the west. Everywhere work was being delayed on account of the inability to secure labor. In factories employing female help there is the same scarcity of labor. An estimate made recently by the Toiler, the official labor organ in Canada, was to the effect that a thousand women could find employment at good wages on one street in Toronto.

While agricultural land in Ontario is increasing in value—a recent government return showed farm property in this

province was worth last year a hundred million dollars—it is in the west farmers are getting rich. They are not merely paying off the mortgage as it were. That was done in many cases years ago. A good harvest for many years has made them prosperous. The estimated wheat yield in Manitoba and the Territories last year placed it at sixty to seventy million bushels. It is for this reason so many settlers are going into the country, and a great many of them are from the United States.

In Toronto the most substantial growth is everywhere visible. In a city of forty thousand homes (250,000 people) it is scarcely possible to find a vacant home. Everywhere the cry is heard "Toronto must have more houses." And this in face of the fact that the building permits issued last year up to September 30th amounted to \$3,424,129. This figure would have been twice as large had it not been for the scarcity of labor and the inability of large contractors to get steel. In five years the population of Toronto has increased 32,485, while the assessed value during the same period has jumped up \$16,781,785.

This growth will continue. Canada, as stated, will not be affected by the depression in the States. Many large American advertisers are forming connections there now; others will follow. A dollar invested in newspaper space in Toronto to-day will bring far better results than the same amount spent in some of the American cities. The advertising man, with his ear to the ground, has noted this and, consequently, more attention is being given the foreign field.

* * *

ON December 8 there appeared in the St. Louis Chronicle an editorial "Wanted—A Cure for Dishonesty." The writer thereof waxes warm and raps dishonesty, or rather, those who are guilty of it, quite hard. He calls our attention to the fact that dishonesty does exist and points to the postal scandal and to boodlism in many cities. The reading public knows all this and naturally desires to learn of a remedy. Reading further we find the proposed "remedy." He says "punish crooks wherever and whenever possible." That is sound doctrine but not new. Our laws provide for all that. Then he says "preach honesty to the boys. Keep at it. Never lose an opportunity to make clear the necessity of moral cleanliness." Very good indeed. But again we say it is not new.

What is dishonesty? Dishonesty is synonymous with moral degeneracy. It includes in a degree all acts that, in law, are considered crimes. When a man goes home, very late, after a little game of poker, and tells his wife he was detained on business, he is dishonest. He is also dishonest if, as a public

How to Keep Employes Honest.

*J. Sylvanus in
The Book-
keepers'
Bulletin.*

officer, he plunders the public treasury. Evidently it is the latter class of dishonesty which the writer of the editorial had in mind.

When we consider the standing of men who have gone wrong; who have become defaulters; and who have betrayed the confidence reposed in them, we find almost invariably that, as boys, they were brought up in an atmosphere of respectability, and taught "that honesty is the best policy;" that they went to Sunday school and church; and that they continued to live honorable lives until they fell under evil influences and could not resist temptation. Clearly then, early training does not keep all men straight.

What then is the remedy? Will a surety bond be sufficient to keep him in the straight and narrow path? The records of the past tell us that it will not. The only way by which we can hope to ensure honesty in money matters is through the conscientious public accountant. Let municipalities, corporations, firms and individual traders employ public accountants of ability and integrity, to superintend all matters of accounting and book-keeping, with the privilege of "dropping in" at any time to count the cash, check up the securities, ascertain if this or that account is right, or take other means of proving honesty and showing up discrepancies. If a teller in a bank, or an officer having charge of public funds, knows that his work is to be scrutinized by expert accountants, and that his books are to be subjected to a searching analysis by a conscientious auditor, he will scarcely be tempted to "borrow" the small amount, which usually constitutes the first offense.

The employment of able accountants to examine these matters will ensure to the public, to the stockholders, to the directors and to the proprietor absolute protection against embezzlement. How many concerns have paid many times the cost of such service through losses. In the United States alone the reported embezzlements number in the thousands annually. The aggregate losses of a single year would pay for expert services for ten years. The benefits arising through removal of temptation would be incalculable.

* * *

THE man who doesn't believe in advertising can hardly have the deep-rooted belief in his business that makes for success. The man who does believe in advertising, on the contrary, and uses it persistently, usually has the business faith that would carry him a good ways without publicity.—Printer's Ink.

EVERY municipality has a character all its own. This is made by at least three conditions—its location, principal industries and the kind of men promoting its principal industries. There is much unthinking work done under the presumption of promoting the welfare of a city.

Without question, location plays an important part in a city's business development, but the United States has many examples of immense industries in towns and cities without any natural reasons for their present location.

Battle Creek has no special license to make food products. The greater amount of raw materials are shipped from other parts of the country. Akron, Ohio, is a great rubber manufacturing town, with many factories and an immense business, with no other reason except the fact that the Goodyear factory was located there and the industry spread.

Wheeling, W. Va., imports the tobacco for its stogies from other States. There is no reason why Dayton, Springfield and Cincinnati should make carriages. On the other hand Chicago's packing houses and the iron industries of Cleveland and Pittsburg are a result of natural advantages of shipping.

Taking this view of the development of cities and towns, the opportunity for building their industries by sensible advertising, directed by thoughtful minds, is at once apparent.

Advertising will do wonderful things. When its force is better understood it will be employed in fields hitherto untried and unknown.

The advertising "proposition" of a city or town is not different, except in application, from that of other lines. First: What does the city or town want? What inducements has it to offer? Does it want factories? All right. Then work out the factory idea. Find out what kind of factories can best thrive in the place. Get all the "points," and then present them in a clear and comprehensive manner to prospective or established concerns in the particular line.

By far the most sensible result that a progressive town can accomplish is to attract capital to its established enterprises. This can be well accomplished through a board of trade or some similar organization, because the investing public has grown suspicious of promotion plans in general. If capital can be invited into a city in a general way without putting forward the advantages of a particular company, the established prejudice is immediately overcome and the capitalist is more likely to give the enterprise that investigation which necessarily precedes investment.

Good residents are always desirable. A town having good school advantages, pure air, clean water, intelligent and

Advertising
a City.

*From
Printers' Ink.*

refined people and pleasant surroundings has a good "proposition" to advertise.

The humdrum write-up, illustrated by the pictures of prominent (?) men (those willing to pay the price to have their pictures shown), does no good. A broad-minded handling is necessary. The committee should get a good ad man from out of town if possible. Local talent, however well endowed with ability, will be prejudiced. Apply sensible, well understood advertising principles to the situation and results will follow.

* * *

Rubaiyat of
O. Lazyman

By W. D. Nesbit

Wake! For the sun has scattered into flight
The stars that flecked the freckle-face of night,
And incense-breathing morn is here again.
Yet, oh, to sleep some more is my delight!

The loud alarum rings above my head
And thrills the atmosphere about my bed.
Ah, had I but the making of all things,
Ere yet the man had made it he were dead!

"Arise! The health-food on the table steams!"
A voice adown the hallway rends my dreams,
And through the casement float the sounds of feet
Of men who hurry on to work their schemes.

Outside I hear my neighbor's growling pup,
Below there is the clink of dish and cup—
Ah, what a sorry scheme of life it is
That all things thus conspire to wake me up!

Methinks the Seven Sleepers, when all's said,
Were men who to the joys of sleep were bred—
Who knew the gracious pillow at its best.
And loved the luring ease of morning bed.

And when the last awak'ner slow shall creep
To rouse the slumb'ring ones on land and deep,
May he have feeling for my morning nap,
And say: "How he enjoys it! Let him sleep!"

* * *

TROUBLE in some form knocks at every man's door. No, not exactly that way. Sometimes trouble doesn't go through the ceremony of knocking, but walks right in. Come to think it over again, he generally comes that way. The main point is the fact that he comes. Whatever form it may take, it is your trouble, and it is always a little worse than anybody else's trouble.—Business Problems.